

ORDINANCE NO. 14928

FILE OF THE CITY COUNCIL

BILL NO. 64 - 2011

AUGUST 17, 2011

AN ORDINANCE

Amending the 2011 General Fund Budget to provide for a supplemental appropriation of Fifty Thousand (\$50,000) Dollars composed of funds received from the Pennsylvania Historical and Museum Commission (PHMC) and the Lehigh Valley Economic Development Corporation (LVEDC) via a sub-grant from the United States Environmental Protection Agency to study the reuse and market potentials, and historic architectural treatment of the former Neuweiler Brewery.

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF ALLENTOWN:

SECTION ONE: That City Council authorizes an increase to the unappropriated balance of the General Fund in the amount of Fifty Thousand (\$50,000) Dollars, reflecting receipt of grant funding from the PHMC and LVEDC to study the reuse and market potentials, and historic architectural treatment of the former Neuweiler Brewery.

SECTION TWO: That City Council authorizes a supplemental appropriation from the unappropriated balance of the General Fund to the Historic and Architectural Preservation Program in the Bureau of Planning and Zoning, in the following amounts to the following accounts:

**Department of Community and Economic Development
Bureau of Planning and Zoning:**

000-09-0902-0004-46	Contract/Service Fees	\$50,000.00
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SECTION THREE: That this Ordinance takes effect ten (10) days after final passage.

SECTION FOUR: That all Ordinances inconsistent with the above provisions are repealed to the extent of their inconsistency.

	Yea	Nay
W. Michael Donovan	X	
Jeanette Eichenwald	X	
Julio A. Guridy	X	
Ray O'Connell	X	
Michael Schlossberg	X	
Peter G. Schweyer, Vice President	X	
Michael D'Amore, President	X	
TOTAL	7	0

I hereby certify that the foregoing Ordinance was passed by City Council on September 7th and signed by the Mayor on September 16th, 2011.


 CITY CLERK

- What Department or bureau is Bill originating from? Where did the initiative for the bill originate?

The proposed budget ordinance originates from the Bureau of Planning and Zoning.

- Summary and Facts of the Bill:

The ordinance will make possible consultant services for historic preservation and potential reuse of the former Neuweiler Brewery a property integral to the Waterfront Planning Area.

The services will include:

(1) Historic Structure Report, consisting of:

- *updating the structure's historical narrative*
- *incorporating a recently completed building analysis*
- *development of historic architectural treatment recommendations consistent with the Secretary of the Interior's Standards*

(2) Site Reuse Alternatives and Market Feasibility Assessment, composed of:

- *Review, collection and analysis of data,*
- *Preparation of site specific market analysis,*
- *Development of preliminary reuse alternatives,*
- *Draft Report and Public Presentation, and*
- *Final Report*

- Purpose

- *What does the Bill do – what are the specific goals/tasks the bill seek to accomplish?*
- *What are the Benefits of doing this/Down-side of doing this.*
- *How does this Bill related to the City's Vision/Mission/Priorities*

Once budgeted the funds will make possible a review of alternatives for the potential reuse of the former Neuweiler Brewery a significant publicly owned property within the Waterfront planning area, and a significant City landmark.

- Financial Impact:

- *Cost (Initial and ongoing): \$50,000 from Grants, PHMC \$25,000 and LVEDC \$25,000*

The cost is \$50,000 underwritten by grants from (1) the Pennsylvania Historical and Museum Commission(PHMC)(\$25,000), and (2) the Lehigh Valley Economic Development Corporation (LVEDC)(\$25,000) via funding from the United States Environmental Protection Agency for LVEDC's Lehigh Valley Land Recycling Initiative (LVLRI)

- *Benefits (initial and ongoing) : Near term the City through a Federal Highway Administration Grant will begin a comprehensive planning study of the Waterfront area. The Neuweiler property is a significant publicly owned property within the planning area and the market analysis and reuse study will compliment the overall Waterfront planning program. Additionally it is the intent of the Neuweiler Study to build consensus as to the most appropriate and productive reuse strategy for the site.*

- Funding Sources

Make sure bill gives specific accounts if money is moved around:

\$50,000; from grants, PHMC \$25,000 and LVEDC \$25,000 via a subgrant from EPA funding.

- Priority status/Deadlines, if any:

High priority since the Neuweiler study compliments the Waterfront planning program that will begin soon, it would be helpful to work concurrently with it.

- Why should Council unanimously support this bill?

The project furthers the City's Comprehensive Plan goals:

To recognize, preserve and promote the architectural and cultural value of the City's historic structures, neighborhoods, and resources. (Historic Preservation)

To enhance the role of arts, culture and entertainment activities in improving Allentown's quality of life, and as a driver for economic development activities in the downtown arts district and other parts of the City. (Economic Development)

The Lehigh River Waterfront is listed within the Plan as a Strategic Planning area, and as the Plan notes "The Lehigh River waterfront has long been seen as an untapped resource for recreation and economic development."